



KSHB-TV

ORDER

Print Date 08/17/12

Page 1 of 3

Flight Dates **08/20/12-08/26/12**

Contract / Revision **308302 /** **Kansas City Aug 20 to Aug 26**

Original Date / Revision 08/17/12 08/17/12 Agency Com 15%

Billing Contact

Advertiser **McCaskill / Democrat / Sena**

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Agency **Media Strategies and Resea**

Buying Contact

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **11634**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	20	\$11,220.00	\$13,200.00	0.00	07/30/12	08/24/12	20	\$11,220.00	\$13,200.00
Totals	20	\$11,220.00	\$13,200.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	08/20/12	08/26/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	1--1---	:30	2	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	1--1---		2		\$400.00		0.00				
2	KSHB	08/20/12	08/26/12	Today Show Today Show	CM	7-9a	--1-1--	:30	2	\$500.00	P-2	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--1-1--		2		\$500.00		0.00				
3	KSHB	08/20/12	08/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	1-----	:30	1	\$125.00	P-2	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	1-----		1		\$125.00		0.00				



KSHB-TV

Print Date: 08/17/12

Page 2 of 3

Contract / Revision **308302** Flight Dates **08/20/12-08/26/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **Kansas City Aug 20 to Aug** Estimate # **11634**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	KSHB	08/20/12	08/26/12	M-F 1-2p M-F 1-2p	CM	1-2p	---T---	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---					1	\$125.00		0.00			
5	KSHB	08/20/12	08/26/12	M-F 3-330p Jeopardy	CM	3-330pm	--1-1--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1-1--					2	\$125.00		0.00			
6	KSHB	08/20/12	08/26/12	M-F 330-4p Millionaire	CM	330-4pm	---1---	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---1---					1	\$125.00		0.00			
E 7	KSHB	08/20/12	08/26/12	M-F 4-430p Jeopardy	CM	4-430p	--W----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----					1	\$300.00		0.00			
8	KSHB	08/20/12	08/26/12	M-F 430-5p Action News @ 430PM	CM	430-5p	-1--1--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-1--1--					2	\$300.00		0.00			
9	KSHB	08/20/12	08/26/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	1-----	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	1-----					1	\$750.00		0.00			
10	KSHB	08/20/12	08/26/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	---1---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---1---					1	\$800.00		0.00			
11	KSHB	08/20/12	08/26/12	M-F 630-7p M-F 630-7p	CM	630-7p	-1-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-1-----					1	\$1,200.00		0.00			
12	KSHB	08/20/12	08/26/12	Wednesday Prime B AGT	CM	8-9p	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----					1	\$3,500.00		0.00			
13	KSHB	08/20/12	08/26/12	Thursday Prime B Saving Hope	CM	8-9p	---T---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---					1	\$1,100.00		0.00			
E 15	KSHB	08/20/12	08/26/12	M-F Late News M-F Late News	CM	10-1035p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$1,000.00		0.00			
16	KSHB	08/20/12	08/26/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-T-----	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----					1	\$325.00		0.00			
17	KSHB	08/24/12	08/26/12	Friday Prime C Dateline	CM	9-10p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$1,200.00		0.00			



KSHB-TV

Print Date: 08/17/12

Page 3 of 3

Contract / Revision **308302** Flight Dates **08/20/12-08/26/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **Kansas City Aug 20 to Aug** Estimate # **11634**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
17	KSHB	08/24/12	08/26/12	Friday Prime C Dateline	CM	9-10p	----F--	:30	1	\$1,200.00	P-1	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	----F--	1		\$1,200.00		0.00					
													Totals	20 \$13,200.00



KSHB-TV

ORDER

Print Date 08/17/12

Page 1 of 2

Flight Dates **08/20/12-08/26/12**

Contract / Revision **308304 /** **Kansas City Aug 20 to Aug 26**

Original Date / Revision 08/17/12 08/17/12 Agency Com 15%

Billing Contact

Advertiser **McCaskill / Democrat / Sena**
1580 Lincoln Street
Suite 510
Denver, CO 80203

Agency **Media Strategies and Resea**

Buying Contact

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **11633 :60's**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	12	\$10,412.50	\$12,250.00	0.00	07/30/12	08/24/12	12	\$10,412.50	\$12,250.00
Totals	12	\$10,412.50	\$12,250.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	08/20/12	08/26/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	----F--	1:00	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----F--		1		\$800.00		0.00				
2	KSHB	08/20/12	08/26/12	Today Show Today Show	CM	7-9a	-T-----	1:00	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----		1		\$1,000.00		0.00				
3	KSHB	08/20/12	08/26/12	Today Show II Today Show II	CM	9-10a	---T---	1:00	1	\$600.00	P-1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---T---		1		\$600.00		0.00				



KSHB-TV

Print Date: 08/17/12

Page 2 of 2

Contract / Revision **308304** Flight Dates **08/20/12-08/26/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **Kansas City Aug 20 to Aug** Estimate # **11633 :60's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
5	KSHB	08/20/12	08/26/12	M-F 3-330p Jeopardy	CM	3-330pm	M- - - - -	1:00	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M- - - - -					1	\$250.00		0.00			
E 6	KSHB	08/20/12	08/26/12	M-F 330-4p Millionaire	CM	330-4pm	- - W- - - -	1:00	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - W- - - -					1	\$250.00		0.00			
E 7	KSHB	08/20/12	08/26/12	M-F 4-430p Jeopardy	CM	4-430p	- - - - F- -	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - F- -					1	\$600.00		0.00			
8	KSHB	08/20/12	08/26/12	M-F 430-5p Action News @ 430PM	CM	430-5p	- - W- - - -	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - W- - - -					1	\$600.00		0.00			
9	KSHB	08/20/12	08/26/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	- - - T- - -	1:00	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - T- - -					1	\$1,500.00		0.00			
10	KSHB	08/20/12	08/26/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	- - - - F- -	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - - F- -					1	\$1,600.00		0.00			
11	KSHB	08/20/12	08/26/12	M-F 630-7p M-F 630-7p	CM	630-7p	M- - - - -	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M- - - - -					1	\$2,400.00		0.00			
15	KSHB	08/20/12	08/26/12	M-F Late News M-F Late News	CM	10-1035p	- T- - - - -	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- T- - - - -					1	\$2,000.00		0.00			
16	KSHB	08/20/12	08/26/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	- - - T- - -	1:00	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- - - T- - -					1	\$650.00		0.00			
													Totals	12	\$12,250.00